

WEILL
SINCE
1995



PRESS RELEASE

GOTÜRKIYE LAUNCHES NEW "ALL IN TÜRKIYE" ONLINE LEARNING PLATFORM FOR TRAVEL PROFESSIONALS



Free Online Destination Training to Become a "Türkiye Specialist"

New York - February 28, 2022: GoTürkiye has launched "[All in Türkiye](#)," a new online learning platform designed to provide an in-depth education to international travel advisors, tour operators and tourism officials about the rich history, culture, natural beauty and unique attractions of the destination. Industry professionals who successfully complete the free online courses will be granted branded certificates and will be able to market themselves as "Türkiye Specialists."

Once registered on the "All in Türkiye" platform, participants will receive online destination training and explore Türkiye with photos, videos and detailed commentaries at their own pace from the comfort of their homes. Offering varied approaches for selling Türkiye to a diverse clientele, "All in Türkiye" currently provides 11 comprehensive courses, including:

- “About Türkiye”
- “Istanbul”
- “Antalya”
- “İzmir”
- “Cappadocia”
- “Mediterranean”
- “Aegean”
- “Selling Türkiye”
- “MICE”
- “Outdoor & Adventure”

All designed to educate tourism professionals on unique selling points of Türkiye’s various and rich offerings, each course runs for 60, 90 or 120 minutes. By March 2022, a total of 24 courses are expected to be available on the platform. “All in Türkiye” courses also offer first-hand marketing and branding resources designed to assist in selling Türkiye to clients.

To learn more about the “All in Türkiye” platform, go to: <https://www.allinturkiye.com/>.

*Pictured: (clockwise starting at the top-left) Düden Waterfalls in Antalya; Istanbul;
hot-air balloons in Cappadocia; the town of Selçuk*

Geoffrey Weill Associates | Mark Liebermann | mark@geoffreyweill.com
www.geoffreyweill.com | [@weill.away](https://www.instagram.com/weill.away)